

Winter Holiday Fun Facts

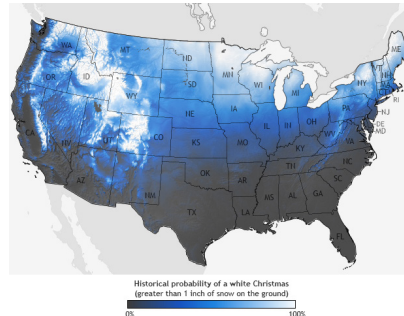


MERIC has gathered various fun facts covering all of your holiday favorites: snowfall chances, shopping, tree selection and more. Have yourself a warm and wondrous holiday season!

White Christmas

5% to 30%

The likelihood of having a white Christmas in Missouri this year depending on the area of the state. Northern Missouri has a higher likelihood of snow than southern Missouri.



27

The number of times Columbia has had a White Christmas since 1893. St. Louis has seen 22 White Christmases during this time.

2017

The last year Columbia and St. Louis, Missouri saw a white Christmas of more than 1 inch.

Kansas City

Kansas City has an 18% probability of having a White Christmas this year.

1918

The year Kansas City had the snowiest White Christmas with 10 inches of snowfall.

Shopping



\$997.79

The average amount consumers plan to spend for the Winter Holidays in 2020.

54%

The percentage of consumers that plan to purchase gift cards or certificates this year.

\$766.7 billion

National Retail Federation's projected 2020 Holiday spending.



Clothing and Accessories

The number one gift item consumers plan to purchase.

Candy and Food

Top non-gift item consumers will purchase for the Holidays.

Men

Men (\$1,105.97) plan to spend over \$200 more than women (\$896.79) this Holiday season.

Christmas Tree Facts

Pine and Fir

The best selling types of Christmas tree including: Scotch pine, Douglas fir, Noble fir, Fraser fir, Virginia pine, Balsam fir and White pine.

Goose Feathers

The first artificial trees were made of dyed goose feathers in the 19th Century.

50

The number of states that grow Christmas trees, including Hawaii and Alaska.

Environmentally Friendly

Farm-raised Christmas trees remove dust and pollen from the air and are often recycled as wildlife cover in ponds.

1 to 2 Gallons

The amount of water a live cut Christmas tree will consume per day.

7 to 10

The average number of years it takes for a Christmas tree to mature.

1,565

The number of acres in Missouri in Christmas Tree production.

115

The number of Christmas tree farms in Missouri.

Black Friday & Cyber Monday Facts

Friday Weekend & Cyber Monday

"Black Friday" is the Friday following Thanksgiving Day, which is the beginning of the traditional holiday shopping season. Black Friday weekend encompasses the days of Thanksgiving through Sunday. Cyber Monday follows the Black Friday weekend.

\$23.0 Billion

The total amount spent online during the Black Friday weekend.

23 percent

The percent that store retail foot traffic fell on Black Friday due to the pandemic.

\$10.8 Billion

The amount spent online on Cyber Monday.

11 p.m to 2 a.m.

The peak shopping time for consumers online for Cyber Monday.

Curbside Pickup

Retailers offering curbside pickup for online sales showed a 31 percent increase in this service.

US Postal Service

Sunday and Christmas Day

Sunday delivery has been expanded in select high package volume locations, and the agency already delivers packages on Sundays in most major cities. Mail carriers will also deliver Priority Mail Express packages for an additional fee on Christmas Day!

December 14th

The busiest mailing day online for the 2020 holiday season.

Sources

National Retail Federation

2017 Census of Agriculture

<https://about.usps.com/newsroom/national-releases/2020/1008-usps-releases-deadlines-for-holiday-shipping.htm>

<http://www.wisertrade.org/home/portal/index.jsp>

USPS.com